BRERETON MOHAMED & KORTE LLP

The 10x Breakout: How Organic Performance Exceeded Projections by 900%

Executive Summary

This case study examines a period of accelerated organic search performance for Brereton, Mohamed, & Korte LLP, measured against predefined growth projections.

At the beginning of the analysis period, organic benchmarks were established using observed performance patterns and expected ranking movement within a competitive legal search environment. Based on these benchmarks, we projected achieving **1 keyword in Top 3 positions** by December 2025.

SOCIOSQUARES

As execution progressed, organic visibility expanded at a rate that diverged meaningfully from those expectations. By the end of the period reviewed, the firm achieved **10 keywords in Top 3 positions** (9 additional keywords beyond the baseline projection). This represents a **900% increase above the projected outcome** (1 projected + 9 additional = 10 achieved), creating a clear inflection point in how the firm appeared across search results.

This acceleration did not occur through isolated ranking wins or short-term tactics. Instead, visibility expanded across multiple tiers and sustained beyond the initial breakout phase.

Key outcomes included:

900% Visibility Increase

Organic visibility exceeding projections by 900% (1 keyword projected → 10 keywords achieved)

10x Ranking Movement

Ranking movement progressing at more than 10x the projections

Broader Coverage

Broader and more resilient organic coverage across practice areas

Performance Stabilization

Performance stabilization at a higher visibility baseline

This case study explores how alignment across structure, relevance, and execution can produce nonlinear organic growth.

The Challenge

The Objective

The objective during this phase was to execute against projected organic growth targets and evaluate performance relative to expectations.

These projections reflected typical progression patterns observed in legal SEO, including the time required for relevance signals and site structure to be interpreted consistently by search engines. Conservative benchmarks were set at **1 keyword reaching Top 3 positions** by December 2025.

The Unexpected Shift

Organic growth is often gradual. Visibility typically expands in stages, with movement first appearing in lower ranking tiers before progressing upward.

During this period, however, performance began to deviate from that expected sequence.

Visibility expanded more quickly than projected, and ranking movement appeared across multiple tiers at once. Keywords transitioned into visible ranges at a pace that exceeded modeled timelines.

1

July – September

0 keywords in Top 3 positions — aligning with the expected learning phase

2

October

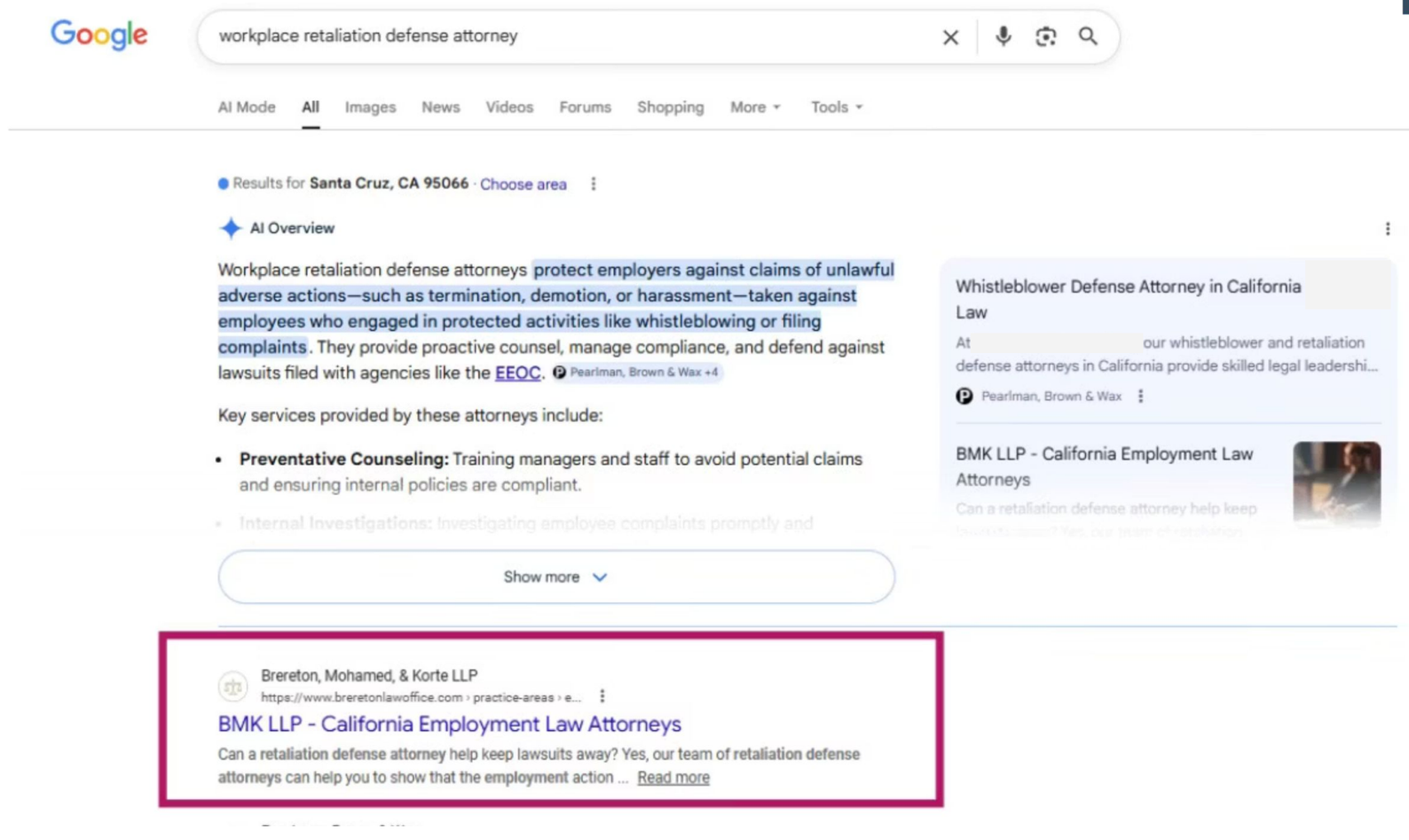
5 keywords in Top 3 — well ahead of any projections for that timeframe

3

The New Challenge

Rather than focusing on how to accelerate growth, the focus shifted to understanding how to support and interpret acceleration that was already occurring, without introducing instability or unnecessary intervention.

The challenge was not defined by a performance gap, but by how to manage momentum responsibly.



Our Approach

The approach during this phase emphasized consistency, observation, and structural reinforcement.

Rather than introducing new tactics in response to early movement, the strategy focused on preserving clarity and allowing existing signals to compound.

Using Projections as a Reference, Not a Target

Growth projections served as an analytical baseline. They allowed us to distinguish between expected variance and structural change.

This distinction mattered. It ensured decisions were guided by pattern recognition rather than short-term fluctuation.

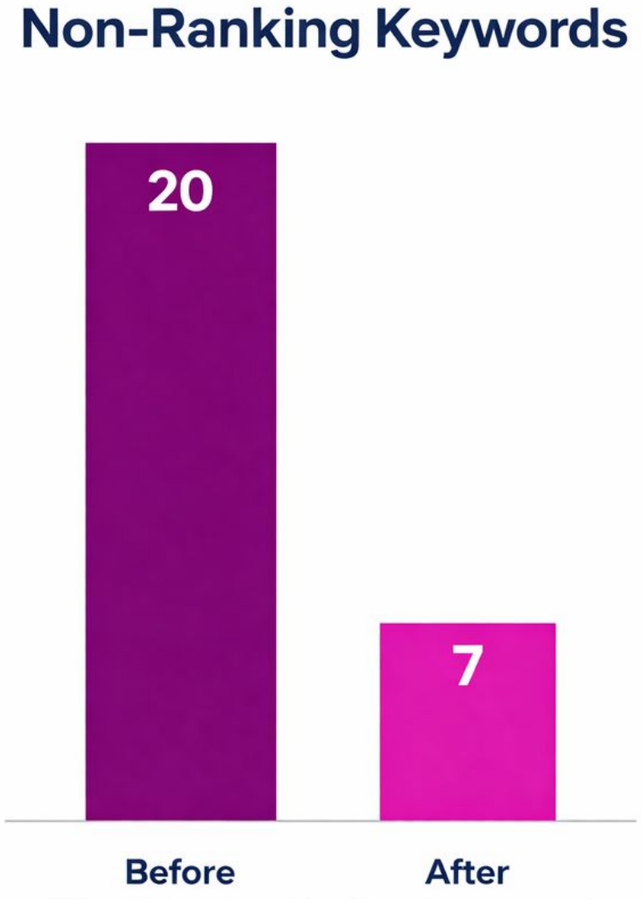
Expanding Visibility Breadth Before Forcing Concentration

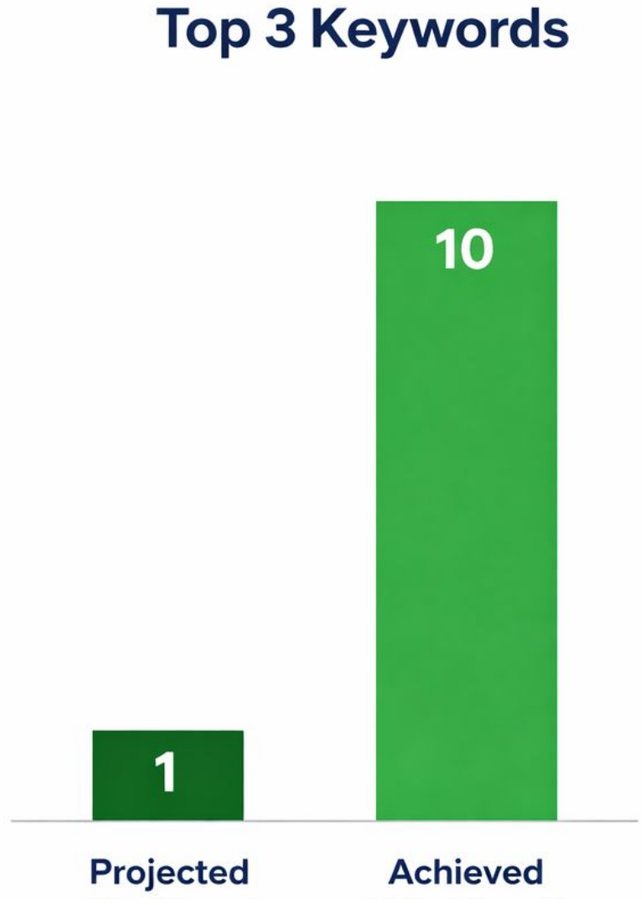
Rather than prioritizing a narrow set of high-ranking terms, the strategy emphasized breadth.

This approach created a wider relevance footprint, which often precedes accelerated upward movement.

This included:

- Increasing the number of keywords entering visible ranges
- Reducing fragmentation across ranking tiers (from 20 non-ranking keywords down to 7)
- Supporting consistent movement across related legal topics





Reinforcing System-Level Signals

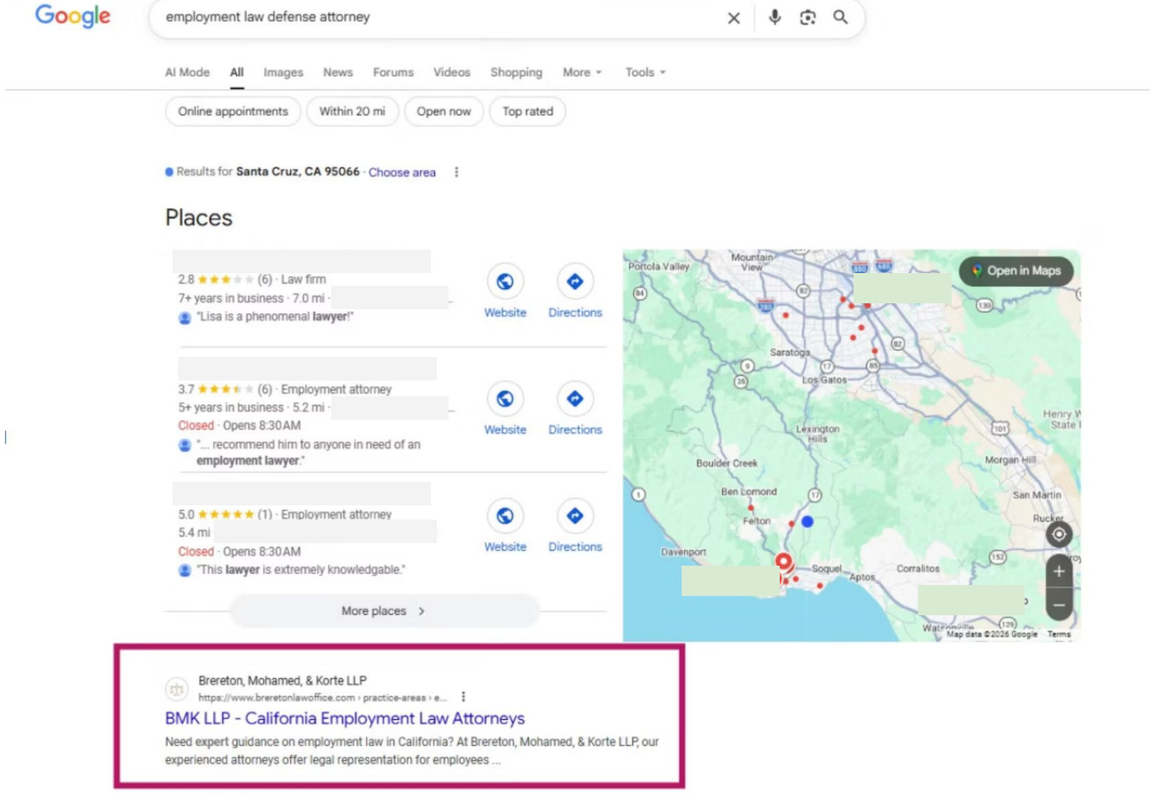
As visibility expanded, ranking movement began to occur across connected content areas rather than in isolation.

This indicated that authority and relevance were being interpreted at a system level. Instead of optimizing individual pages independently, the site began to behave as a cohesive entity.
At this stage, the emphasis shifted toward protecting signal coherence.

Responding to the Inflection Point

As ranking velocity increased (from 5 keywords in October to 10 keywords in November, representing **100% month-over-month growth**), the most important strategic decision was restraint.
Rather than intensifying activity, we focused on avoiding changes that could dilute clarity or disrupt momentum. Monitoring centered on distribution, stability, and confirmation that gains were broad-based.
This ensured that acceleration translated into durable performance rather than short-lived spikes.

The Results



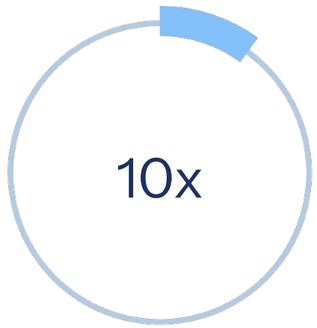
Observed performance exceeded projections by a significant margin.

Organic visibility surpassed forecasted benchmarks by more than 900%, representing a 10x increase relative to expected growth rates. Specifically: **1 keyword was projected for Top 3 positions; 10 keywords were achieved (9 additional keywords beyond the baseline), which equals a 900% increase above the original projection.**

This expansion was distributed across ranking tiers rather than concentrated in a single category. Keywords moved from non-visible to visible ranges, filled mid-tier positions, and continued progressing upward.

Above Projection

Organic visibility exceeded forecasted benchmarks



Ranking Movement

Relative to expected growth rates

Keywords Gained

Moved from non-visible to visible ranges (20 → 7 non-ranking)

Key patterns included:

- A rapid contraction in keywords outside meaningful visibility (from 20 to 7, representing 13 keywords gained)
- Continued strengthening of mid-range rankings before top-tier consolidation
- Visibility gains occurring across multiple practice areas
- Stabilization at a higher baseline following the breakout (10 keywords sustained in December)

1

July–September

0 keywords in Top 3 (learning phase)

2

October

5 keywords in Top 3 (breakthrough)

3

November

10 keywords in Top 3 (100% growth from October)

4

December

10 keywords maintained (stabilization)

Importantly, the acceleration did not reverse after the initial surge. Visibility levels remained elevated and continued to build incrementally beyond the projection period.

From an analytical perspective, this suggested a durable shift in how relevance and authority were being interpreted.

What This Means for Your Business

Organic growth is often modeled linearly, but real-world performance rarely follows a straight line.

In many cases, progress appears incremental until alignment across structure, relevance, and execution reaches a threshold. When that happens, growth can accelerate quickly.

This case highlights the value of building breadth before forcing dominance. Expanding visibility across a wider set of relevant queries can create the conditions for compounding movement.

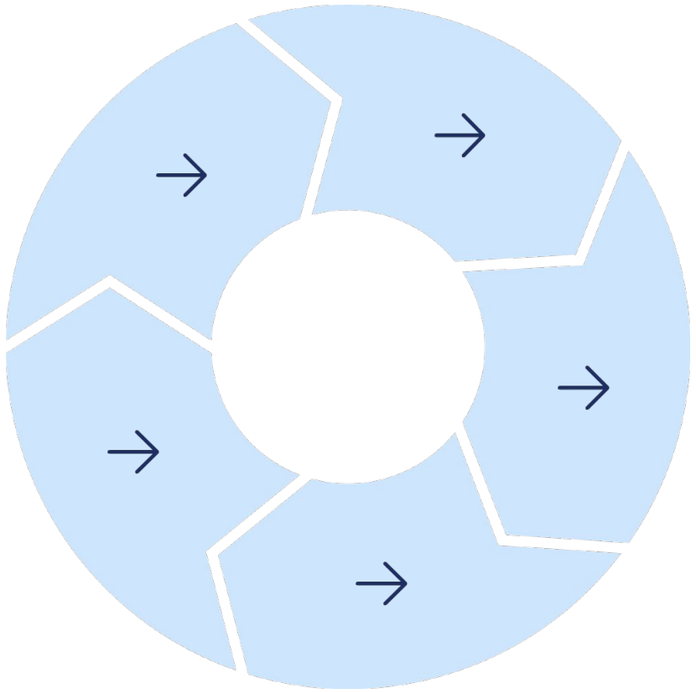
It also underscores the importance of restraint during periods of acceleration. Introducing excessive change during an inflection point can destabilize gains rather than reinforce them.

For professional services firms, this reinforces a practical insight. Breakout performance often reflects cumulative alignment rather than isolated actions.

Key Takeaways

Organic growth can accelerate nonlinearly after sustained groundwork

Restraint during acceleration helps preserve stability (maintained 10 keywords through December)



Projections are useful reference points, not ceilings (1 projected → 10 achieved = 900% above baseline)

Visibility breadth supports later ranking consolidation (13 keywords moved from non-visible to visible)

Reducing non-visible coverage can unlock system-level momentum

Core insight: Breakout organic performance typically emerges from alignment and consistency rather than escalation.

The Pattern

Months 1–3	Month 4	Month 5	Month 6
0 Top 3 keywords (learning phase)	5 Top 3 keywords (breakthrough)	10 Top 3 keywords (acceleration)	10 Top 3 keywords (stabilization)

Case Study Period

July 2025 to December 2025

Results represent actual performance. Individual results may vary based on market conditions and competitive landscape.